

**Subject:** RE: RE: Free Advertising Opportunity with CCA and the Dreams Magazine

**From:** "Henna Sherzai" <HSherzai@downtownla.com>

**Date:** 08/29/2016 09:54 AM

**To:** "Nhien Lasky" <NLasky@ccala.org>, "Nick Griffin" <NGriffin@downtownla.com>

We're going to run a DowntownLA.com ad that's already approved and a modification of an existing ad for tours. I briefed in to Kevin last week but won't need Suzanne or Carol's approval on my individual ads.

---

**From:** Nhien Lasky

**Sent:** Monday, August 29, 2016 9:53 AM

**To:** Henna Sherzai <HSherzai@downtownla.com>; Nick Griffin <NGriffin@downtownla.com>

**Subject:** RE: Free Advertising Opportunity with CCA and the Dreams Magazine

Hi guys, in thinking about this some more, I just want to be sure that we give ourselves a few days to review the piece with Suzanne or Carol and have enough time to make edits by their deadline. For the CCA piece, I'm planning to run an "About Us" ad and an upcoming GMM or Holiday Party ad. Thanks.

---

**From:** Nhien Lasky

**Sent:** Monday, August 29, 2016 9:51 AM

**To:** [blair@hdlabid.com](mailto:blair@hdlabid.com); 'George Yu'; 'Miguel@artsdistrictla.org'; 'jkumamoto@aol.com'; 'rena@fashiondistrict.org'

**Cc:** Henna Sherzai; Nick Griffin; Suzanne Holley CCA

**Subject:** RE: Free Advertising Opportunity with CCA and the Dreams Magazine

Hi everyone, just checking back on this.... Can you let me know if you're interested in taking the ad opportunity so we can inform the publication? Thanks very much.

Nhien

 cid:image00

**Nhien Lasky**

Director of Business Development & Marketing

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

office: (213) 416-7531 | fax: (213) 624-0858

[NLasky@ccala.org](mailto:NLasky@ccala.org)

[ccala.org](http://ccala.org)



---

**From:** Nhien Lasky

**Sent:** Tuesday, August 23, 2016 4:19 PM

**To:** [blair@hdlabid.com](mailto:blair@hdlabid.com); Jessica Lall ([jessica@southpark.la](mailto:jessica@southpark.la)); 'George Yu'; 'Miguel@artsdistrictla.org'; 'jkumamoto@aol.com'; 'rena@fashiondistrict.org'

**Cc:** Henna Sherzai; Nick Griffin; Suzanne Holley CCA

**Subject:** Free Advertising Opportunity with CCA and the Dreams Magazine

Hello everyone,


The [Dreams Magazine](#), published by Steve Tobia, is giving CCA a special 14-page advertising opportunity that would appear in their October issue focused on innovation. CCA and the DCBID will use several pages of this promotion, and we would like to offer each of the BIDs a full page ad as part of this package.

The magazine is distributed to 50,000 recipients around DTLA and the San Gabriel Valley areas, and below is the final draft cover for their "L.A. Innovation" issue. If you would like to participate in this program, please provide your press ready art files to me by **noon on Thursday, September 15.**

Let me know if you have any questions and thank so much for your partnership.

Nhien

RE: RE: Free Advertising Opportunity with CCA a...

 cid:X.MA1.1471369009@aol.com

 cid:image00

**Nhien Lasky**

Director of Business Development & Marketing

626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017

office: (213) 416-7531 | fax: (213) 624-0858

[NLasky@ccala.org](mailto:NLasky@ccala.org)

[ccala.org](http://ccala.org)



— image001.png —

---



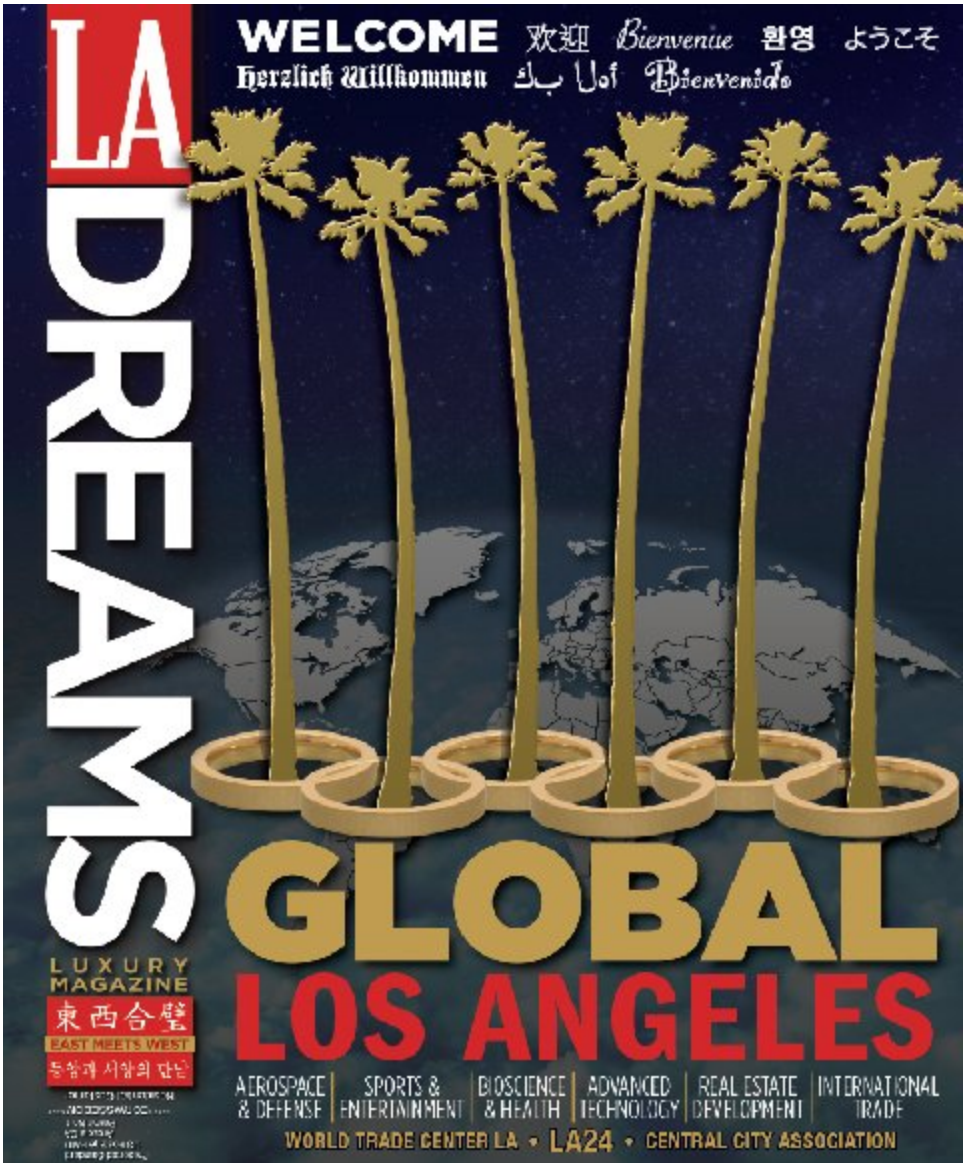
— image002.png —



— image003.png —



— image004.jpg —



— Attachments: —

|              |           |
|--------------|-----------|
| image001.png | 15.4 KB   |
| image002.png | 1.0 KB    |
| image003.png | 951 bytes |
| image004.jpg | 82.4 KB   |